

**REMARKS**

Applicants gratefully acknowledge the allowance of Claims 36-44 and the indication of allowable subject matter in Claims 30, 34, and 35.

Applicants have amended Claims 1 and 29 to correct the informalities noted by the Examiner. The change of terminology from “end user terminal” to “end user computer” is being made solely to make the claims consistent and not to change the scope of the claims.

Applicants submit herewith formal drawings with the change of the character identifier from “200” to “300” in Figure 3 as noted by the Examiner. Applicants respectfully request approval of the revised formal drawing.

Claims 1 - 8 stand rejected under 35 U.S.C. §103 as being obvious over the combination of Coffman, Verthein, and Ramirez. This rejection is respectfully traversed. Claim 1 has been amended to recite “the identifier being present on the end user computer prior to an indication by the user that a phone call is desired.” This feature is neither taught nor suggested by the cited references. The Office Action relies on Coffman as teaching an identifier of the user in the form of the user’s telephone number. However, in Coffman, the user’s phone number is not entered until after the user activates the “call virtual button 115, when the applet 117 prompts the user to enter this identifier.” See Coffman, column 4, lines 2-26. Accordingly, withdrawal of the rejection is respectfully requested.

Claims 9-19 also stand rejected under 35 USC §103 as being obvious over Coffman, Verthein and Ramirez. This rejection is respectfully traversed. Claim 8 includes the step of “transmitting a web page to an end user computer, the web page including a telephone call is on and an identifier associated with the end user computer.” None of the cited references disclose this step. Coffman teaches entry of the end user identifier by the user. Coffman, col. 4, lines 2-26. Verthein also teaches entry by the user. Col. 13, lines 22-26. Ramirez is silent as to such a

feature. Accordingly, withdrawal of the rejection is respectfully requested.

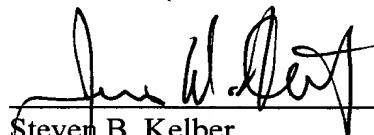
Claims 20-28 stand rejected under 35 USC §103a as being obvious over the combination of Coffman, Verthein and Ramirez. Claim 20 has been amended to recite “the customer identification information being present on the end user computer prior to an identification by the end user that a phone call is desired.” As discussed above, in connection with Claims 1 and 9, none of the cited references disclose or suggest this step but rather require the user to enter this information after pressing an icon to initiate a phone call. Accordingly, withdrawal of the rejection is respectfully requested.

Claims 29 and 31-33 stand rejected under 35 USC §103 as obvious over the combination of Coffman, Verthein and Ramirez. This rejection is respectfully traversed. Claim 29 requires “generating a DTMF tone at the other party equipment, detecting the DTMF command at the end user computer” “forming an address based at least in part on the DTMF command at the end user computer” and “receiving display information from the address at the end user computer.” These steps allow, for example, an operator at a call center to use a touch tone phone to enter a DTMF sequence that will allow an end user computer to get a web page corresponding to the DTMF sequence. This is neither taught nor suggested by any of the cited art. The Office Action relies on Verthein, at col. 5, lines 55-67 and Fig. 3, for this teaching. However the cited portion of Verthein are concerned with voice and DTMF tone processing in the context of an interactive voice response system and have nothing to do with display information as required by Claim 29. Moreover, Verthein does not have the DTMF tones as addresses. According, withdrawal of this rejection is respectfully requested.

In light of the above, Applicants submit that this application is now in condition for allowance and therefore request favorable consideration. If any issues remain which the Examiner feels may be best resolved through a personal or telephonic interview, the Examiner is respectfully requested to contact Applicants' counsel, James M. Heintz at (202) 861-4167.

Respectfully submitted,

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